



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

## Contract # 3076649

**Schedule Dates** 10/25/17-10/31/17  
**Advertiser** Ed Gillespie for VA Governor (116805)  
**Agency** Strategic Media Placement (6694)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Ed Gillespie (671299)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 3237  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/24/17  
**Last Modified** 10/24/17  
**Entered By** Tiffany Lewis  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,116.25  
**Net Total** \$51,658.75  
**Sales Tax**

## Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	32	\$36,675.00
Nov. 2017	17	\$24,100.00
<b>Grand Total:</b>	<b>49</b>	<b>\$60,775.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	5A- News-Good Morning Washington at 5a					1				1	\$475.00	\$475.00	Washington (WJLA)		10/24/17
2.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	5A- News-Good Morning Washington at 5a		1	1						2	\$475.00	\$950.00	Washington (WJLA)		10/24/17
3.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	6A- News-Good Morning Washington at 6a				1		1			2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/24/17
4.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	7A- ABC-Good Morning America					1				1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/24/17
5.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	7A- ABC-Good Morning America			1						1	\$1,200.00	\$1,200.00	Washington (WJLA)		10/24/17
6.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	9A- Live with Kelly				1		1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
7.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	9A- Live with Kelly		1							1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
8.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	10A- Rachael Ray					1				1	\$450.00	\$450.00	Washington (WJLA)		10/24/17
9.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	10A- Rachael Ray			1						1	\$450.00	\$450.00	Washington (WJLA)		10/24/17
10.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	11A- ABC-The View				1		1			2	\$450.00	\$900.00	Washington (WJLA)		10/24/17
11.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	11A- ABC-The View		1							1	\$600.00	\$600.00	Washington (WJLA)		10/24/17

## CONFIRMATION CONTRACT

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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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### Advertiser

Ed Gillespie for VA Governor (116805)

### Agency

Strategic Media Placement (6694)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

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### Salesperson

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)

### Sales Office

WJLA/GJLA/EJLA

### Buyer Name

### Phone/Fax

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### CPE

3237

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

### Date Entered

10/24/17

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10/24/17

### Entered By

Tiffany Lewis

### CO-OP

No

### Headline #

### Demo

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$9,116.25

### Net Total

\$51,658.75

### Sales Tax

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### By Broadcast Month

### Spots

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12.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	12P- News-ABC 7 News at Noon					1				1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
13.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	12P- News-ABC 7 News at Noon			1						1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
14.0	Normal Line / SPOT	10/27/17-10/27/17	2	:30	1P- ABC-The Chew						1			1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
15.0	Normal Line / SPOT	10/25/17-10/25/17	2	:30	2P- ABC-General Hospital				1					1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
16.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	2P- ABC-General Hospital			1						1	\$700.00	\$700.00	Washington (WJLA)		10/24/17
17.0	Normal Line / SPOT	10/26/17-10/27/17	2	:30	4P- News-ABC 7 News at 4p					1	1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
18.0	Normal Line / SPOT	10/30/17-10/30/17	2	:30	4P- News-ABC 7 News at 4p		1							1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
19.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	5P- News-ABC 7 News at 5p				1		1			2	\$550.00	\$1,100.00	Washington (WJLA)		10/24/17
20.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	5P- News-ABC 7 News at 5p			1						1	\$700.00	\$700.00	Washington (WJLA)		10/24/17
21.0	Normal Line / SPOT	10/25/17-10/26/17	2	:30	6P- News-ABC 7 News at 6p				1	1				2	\$700.00	\$1,400.00	Washington (WJLA)		10/24/17
22.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	6P- News-ABC 7 News at 6p			1						1	\$800.00	\$800.00	Washington (WJLA)		10/24/17
23.0	Normal Line / SPOT	10/26/17-10/26/17	2	:30	6:27P- 6:30P (EST)					1				1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/24/17
24.0	Normal Line / Access	10/25/17-10/25/17	2	:30	6:57P- 7P (EST)				1					1	\$6,000.00	\$6,000.00	Washington (WJLA)		10/24/17

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25.0	Normal Line / Access	10/31/17-10/31/17	2	:30	6:57P- 7P (EST)			1						1	\$7,500.00	\$7,500.00	Washington (WJLA)		10/24/17
26.0	Normal Line / Access	10/26/17-10/26/17	2	:30	7P- Wheel Of Fortune					1				1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/24/17
27.0	Normal Line / Access	10/31/17-10/31/17	2	:30	7P- Wheel Of Fortune			1						1	\$2,500.00	\$2,500.00	Washington (WJLA)		10/24/17
28.0	Normal Line / Access	10/25/17-10/27/17	2	:30	7:30P- Jeopardy				1		1			2	\$3,000.00	\$6,000.00	Washington (WJLA)		10/24/17
29.0	Normal Line / Access	10/30/17-10/30/17	2	:30	7:30P- Jeopardy		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)		10/24/17
30.0	Normal Line / SPOT	10/25/17-10/27/17	2	:30	11P- News-ABC 7 News at 11p				1		1			2	\$1,200.00	\$2,400.00	Washington (WJLA)		10/24/17
31.0	Normal Line / SPOT	10/30/17-10/31/17	2	:30	11P- News-ABC 7 News at 11p		1	1						2	\$1,400.00	\$2,800.00	Washington (WJLA)		10/24/17
32.0	Normal Line / SPOT	10/25/17-10/26/17	2	:30	11:35P- ABC-Jimmy Kimmel				1	1				2	\$500.00	\$1,000.00	Washington (WJLA)		10/24/17
33.0	Normal Line / SPOT	10/31/17-10/31/17	2	:30	11:35P- ABC-Jimmy Kimmel			1						1	\$600.00	\$600.00	Washington (WJLA)		10/24/17
34.0	Normal Line / SPOT	10/28/17-10/28/17	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
35.0	Normal Line / Football	10/28/17-10/28/17	2	:30	8P- Sports-ABC College Football Prime							1		1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/24/17

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36.0	Normal Line / SPOT	10/29/17-10/29/17	2	:30	8A- ABC-Good Morning America Sunday								1	1	\$500.00	\$500.00	Washington (WJLA)		10/24/17
37.0	Normal Line / SPOT	10/29/17-10/29/17	2	:30	9A- ABC-This Week								1	1	\$200.00	\$200.00	Washington (WJLA)		10/24/17
38.0	Normal Line / SPOT	10/29/17-10/29/17	2	:30	9:30A- ABC-This Week								1	1	\$150.00	\$150.00	Washington (WJLA)		10/24/17

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